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RISO Ink

RISO'S Quarterly Dealer Newsletter

Three…Two…One… RISO Launches New GR Series of Digital Printers

by Michele Hollingworth

Fasten your seat belts! RISO, the inventor and world leader in digital printing technology, proudly introduces the new GR Series Risographs. This series is the culmination of RISO's dedication to research and development and is truly the next step in the evolution of digital printing. The timing of the introduction allows RISO dealers to take advantage of the expanding print-on-demand market—expected to exceed $21 billion in the next five years.

Technical breakthroughs in imaging on the GR Series produce sharper print quality and eliminate set off on most paper stocks. So the GR Series handles a wider variety of applications and opens the door to more commercial and desktop publishing environments.

Together, the ultra-reliable feed and stacking systems, the microprocessor-controlled printing system, and the heatless imaging process offer the highest reliability of any printing technology. And reliability is the number one buying criterion in schools and business. What's more, the GR Series offers features and accessories that make these digital printers easier to use and more versatile.

The countdown to the GR Series product launch began with a "sneak preview" of a pre-production unit at regional dealer meetings last December. In January, RISO sales managers spent a week in Danvers learning about the new product line so they can support their dealers during the introduction phase.

Next, RISO launches the GR Series with a press debut and printer introduction at the Gutenberg Festival in Long Beach, California, in March; at regional dealer launches in eight major cities during April and May; and at the Dealer Executive Seminar in Asheville, North Carolina, in May.

Finally, over the next few months, dealers will receive a collection of new presentation and demonstration tools to assist with selling the GR Series. Watch for the GR Series product guide, demo originals and spec sheets—as well as colorful wall posters.

Did we say finally? This is just the beginning of an exciting year ahead. ≈

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Scoring Big With the Quarterly Marketing Package

by Karen Schmuch

What's purple, arrives each quarter, and can send your sales soaring right out of the park? It's RISO's Quarterly Marketing Package—your game plan to marketing success. And here are some ways you can use the package for major league results.

First, read the entire package. You can't begin to take advantage of our marketing programs if you don't know what they are. Each package is chock full of information about the different markets RISO is targeting and the programs we're using during the quarter.

You'll find five main enclosures in each package:

✓ Letter to Dealers: Explains the quarter's programs and target markets, and includes information about ordering additional materials.

✓ Marketing Calendar: Shows all of the quarter's important dates including those of trade shows that RISO will attend, issue dates of publications our advertising will appear in, and suggested dates for planning your own marketing programs.

✓ Sample Advertisements: Contains reprints of any ads that appear in national trade and vertical market publications. If you want to order reprints, check the "Letter to

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We're Just Wild About Harry!

by Karen Schmuch

Fiscal Year 1996 is here! And with it RISO's newest ad campaign and some exciting new marketing programs. We can't reveal everything, but here's a hint of what to expect for FY'96…

Harry and the Risograph. Who's Harry? Well, he's a harried individual dealing with the everyday problems of using office equipment. When he encounters the Risograph, all that changes.

Harry will appear in RISO's national advertising campaign for the United States during FY'96. He'll be promoting how the Risograph and RISO Publisher can help customers solve many common printing problems. Plus, he'll be the face behind RISO's Q1 free sweatshirt promotion for the U.S. market. Any prospects who receive a Risograph demonstration during Q1 will qualify for a free sweatshirt.

In the future, you'll see Harry on a variety of promotional items, including T-shirts, sweatshirts, mugs, and more. And Harry will also help us promote new products in updated ad slicks and star in radio and TV commercials later this year. We're just wild about Harry.

A Recipe Book? That's right. Due to the overwhelming response to RISO's Output Sampler and Marketing Tool Kit, we're creating the all-new RISO Recipe Book. Like the Output Sampler, the Recipe Book will be full of sample applications printed on the Risograph. And like the Tool Kit, it has all the ingredients you'll need—including step-by-step instructions and suggestions for selecting paper stocks and ink colors—to print each application. Watch for the Recipe Book in Q4. Bon appetit! ≈

A Special Event for Dealer Principals

by Kim Labow

This spring, RISO will host two executive dealer meetings: RISO's Latin American & Caribbean Dealer Meeting, April 26-29, at the beautiful Ocean Reef Club in Key Largo, Florida, and RISO's Dealer Executive Seminar, May 10–13, at the historic Grove Park Inn in Asheville, North Carolina.

Both meetings offer dealer principals a unique opportunity to meet with RISO's senior management and discuss the goals and objectives for the upcoming fiscal year 1996.

Dealers will also have the opportunity to view RISO's new line of products, including the complete GR Series of Risographs.

We look forward to seeing our dealer principals at these upcoming special events. ≈

Dealer Profile:
Hats Off to Burtronics Business Systems

by Kathy Rousseau

One of RISO's original dealers, Burtronics Business Systems of San Bernadino, California, is also one of our most successful dealers. Pride plays an important role at this company: pride in a heritage that spans over 100 years, pride in the people they employ and the products they sell, and pride in becoming "Corporate Partners" with the companies they represent.

Executive Vice President Tom Thompson's philosophy for success is to hire the right people, treat them fairly, and keep them motivated. "We believe you get more from dedicated salespeople," says Thompson. "We expect them to become total professionals." To help do that, Thompson provides his staff with the tools they need to get the job done.

Placing a high value on training, for example, Thompson required Sales Manager Gabe Grijalva and his five RISO specialists to complete SalesPower. "They learned a lot from the course" says Thompson, "even though they had been selling Risographs for years before SalesPower was introduced." He is convinced the manufacturer is the expert at selling its own products, so he takes full advantage of all support programs offered.

Burtronics uses the Quarterly Marketing Packages religiously and supplements them with 2,500 mailers from its own database. A full-time marketing support person, Meg Robertson, designs, prints and sends out the mailers, types proposals, and works closely with the sales staff to develop new ideas for direct mail and promotions. Their telemarketer, Gitta Woeltz, follows up the mailings with phone calls and sets appointments. She averages four appointments out of

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Samurai Sales Specialists

by M. J. Robinson

Noboru Hayama, founder and president of RISO Kagaku, no doubt will be proud when he learns of the philosophy practiced by the sales team at RISO's Tampa, Florida branch.

This philosophy is embodied in the RISO logo, which is shaped like a person. As we all know, the word RISO means "ideal." The logo signifies that at the heart of the ideal is the person who dedicates him/herself to good work and high standards. Similarly, in ancient Japan, the Samurai soldier was essential to the community and trained not merely for war but for a lifetime of skilled service to his client, lord, family, friends, and community.

The code of the Samurai (literally, "one who serves") is the key to the success of the RISO sales specialists in Tampa. Selling may be a one time event, but service is a lifetime commitment that keeps customers coming back. Service builds a powerful network of referrals resulting in not just a few quick sales, but a territory that is developed—making it hard for the competition to penetrate. RISO Samurai sales specialists take ownership of their territory. Just ask Ingrid Ulgenalp, a true Tampa Samurai, who quickly attained high sales figures.

"I can never be too prepared," says Ulgenalp. "I can only sell to the customers' needs by identifying what their needs are. While going through SalesPower, I made a card for each vertical market, listing "hot buttons" and strong probing questions. A quick glance at these cards prior to each presentation assures that I'm asking the right questions to bring out the customer's needs. Also, I always ask for referrals. New or existing customers are my best source of new business."

Good service is a rare commodity today. The only thing rarer is legendary service. If you are willing to be "one who serves," if you discipline yourself to provide legendary service, and if you can convince prospects that you will deliver, there are no limits to what you can accomplish. When you master the code of the Samurai, no competitor can stand up to you.

Tampa Sales Specialist Holly Recalde credits her success to three key elements: customer service, customer service, and customer service. "Although I have a job description, I consider every job at RISO my own," says Recalde. "I leave my customers with the understanding that they are not only purchasing a Risograph, but also company support, new printing ideas, bigger profit margins, and peace of mind. RISO and I are here to serve them."

Samurai Brad Gilman, who joined RISO only last August, recently sold an RC6300 Publisher and 13 print cylinders worth $24,000 to a business forms company. How did he do it? "I guide prospective customers by listening to their needs," says Brad. "Then, I'm able to help them make the right buying decisions. The key areas of importance for a Samurai sales specialist are listening, persistence, and hard work. Get out of your chair and go out cold calling. Target and penetrate your competitors' weak areas, and you'll be successful."

Sales challenges change. Competition grows stronger. Prospects demand more from the products and services they purchase. So, why not follow a proven philosophy and begin the journey? You too can become a Master Samurai. ≈

System Selling with Preferred Vendors

by Kim Labow

RISO is excited to introduce a Preferred Vendor Program that helps Risograph customers purchase from dealers a complete printing solution—from PC to production. Under the program, RISO recommends compatible finishing equipment, which has been tested and accepted by our own in-house print shop.

Preferred vendors, working directly with RISO dealers, provide finishing equipment—such as cutters, folders, and slitters—at discounted pricing. RISO provides dealers with information on vendors, the terms and intent of the program, and equipment specifications.

"Our customers look to us to help them build a total printing system," says Michele Hollingworth, product marketing manager. "This program allows authorized RISO dealers to recommend the most appropriate peripheral equipment." RISO will continue to evaluate compatible equipment and notify dealers when new products are added to the program.

Among the RISO preferred vendors are: Michael Business Machines Corporation (cutters, folders, booklet-makers, collators); Therm-O-Type Corporation (thermographic units, slitters); Airtech International, Inc. (powder spray unit); and Anderson International Corporation, formerly NF Corporation (sorters). ≈

Dealer Profile

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approximately 100 calls a day. This has proven so successful that Thompson is ready to hire a second telemarketer.

Top-down selling is the name of the game at Burtronics. Sales reps begin every presentation with a fully-loaded RC6300 or RA5900—the top of the line—and work down from there. Although still dedicated to RISO's traditional customers, Burtronics has seen the benefits of opening doors to new markets. While the selling cycle may be longer, the profit margins in commercial accounts are much higher, and these accounts are more likely to purchase additional accessories. The result? Burtronics sells complete systems.

Thompson credits his dedicated staff for Burtronics' success as one of RISO's top dealers. He even requested, if space is tight in RISO Ink, to delete his name and print those of the RISO specialists. So, here they are: Sales Manager Gabe Grijalva, William Brown, Rick Chavez, Dave Corgan, George Squires, and Tim Truxel.

Congratulations to a successful RISO team! ≈

Scoring Big

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Dealers" for ordering information.

✓ Dealer Mailer: A direct mail piece you can send out to prospects. We provide the originals, but you can obtain material on disk for PC or Mac as well.

✓ Press on RISO: Includes pages and pages of published articles about RISO and the Risograph. It's literally a wealth of information for dealers. Use article reprints as part of a direct mail campaign. (Just attach a letter saying, "Here's what people in your market are saying about RISO.") Or prepare a take-home package of articles for all prospective customers who see a demo. You'll find that Press on RISO provides unbiased accounts that prospects find convincing and credible.

Second, plan your strategy. Using the quarterly marketing calendar and the dealer letter, set your plans for the quarter. Perhaps you're scheduling an open house or dem center. If so, what is your planning timetable? When do you have to mail invitations? Or maybe you're attending a national or local trade show. Have you informed the local press? How do you plan to reach the markets outlined in the Quarterly Marketing Package? These are some of the things to consider when planning your strategy. If you need further information, consult your RISO Marketing Tool Kit to find out more about RISO's markets and how to reach them.

Third—and most important—implement your plan. Once you've developed a focused marketing plan for the quarter, it's time to put it in place. The greatest marketing plan in the world won't help you meet—or beat—your goals unless you carry it out. Take it from RISO's most successful dealers. "We stick to the game plan. We use the Quarterly Marketing Packages religiously, and always sell top-down", says Maurice Plesant of Digitech in El Paso. Tom Thompson of Burtronics Business Systems agrees. These dealers are 233% and 176% of quota respectively. They use the marketing packages to improve their stats. You can too!

"We stick to the game plan. We use the Quarterly Marketing Packages religiously, and always sell top-down", says Maurice Plesant of Digitech in El Paso.

We're always trying to make the package easier to use and more effective for you. In Fiscal Year '96, look for more tips in the dealer letter, more materials available on disk for both Mac and PC users, and packages mailed to both the dealer principal and the sales and marketing manager.

As always, we want to hear from our dealers. How do you use the marketing packages? How can we make them better? Send your comments or suggestions to RISO Marketing Communications. ≈

Dollars For Dealers

by Robin Mazer

RISO introduces a new program for FY '96 that allows dealers to earn extra co-op dollars each quarter!

Beginning April 1, 1995, RISO will track the number of lead form business reply cards that are filled out and returned by each dealer. These tear-off forms are found at the bottom of every lead form generated by RISO.

Bonus dollars will be added to your co-op account based on the percentage of completed lead forms you return each quarter. The breakdown is:

- 30-50 percent of forms returned: $100 in co-op bonus dollars
- 51-75 percent of forms returned: $300 in co-op bonus dollars
- 76-100 percent of forms returned: $500 in co-op bonus dollars

When you receive your quarterly co-op statement, the percentage of lead forms you returned will be listed, as well as the amount of extra co-op dollars you earned that quarter. Bonus dollars are good for two quarters, just like regular co-op dollars.

It's critical that every RISO dealer return the lead form reply cards. The information that you provide will help us to identify the quality of our leads and improve our marketing programs.

If you have questions about the co-op program or the new bonus program, please contact RISO's Co-op Coordinator.

Show 'N Tell

by Gary Umberger

From January 20–22, RISO exhibited at Graphics of the Americas '95, an international show in Miami Beach, Florida, that showcases graphic products for South American markets.

Local PBS television selected RISO—from more than 400 exhibitors—to be featured on the station's coverage of the show. What's more, at this show we drew as many inquiries from potential South American dealers as we did from prospective customers.

Our next stop on the schedule was the A.A.S.A. Conference in New Orleans, February 10–12. We demonstrated to the American Association of School Administrators how they can improve output quality; add color, connectibility and versatility; and do so for less money than they currently spend using a copier.

Next we head to Long Beach, California, for the Gutenberg Festival—the grand finale of our fiscal-year show schedule—where we'll exhibit the new GR3750 Risographs. Be sure to mark your calendars for Gutenberg, March 22–25, at the Long Beach Convention Center. See you there! ≈